



**KERALA AGRICULTURAL UNIVERSITY**  
**B. Sc. (Hons.) Ag. 2016 admission**  
**VI Semester Final Examination - July-2019**

Econ.3204

**Agricultural Marketing, Trade and Prices (2+1)**

**Marks: 50**  
**Time: 2 hours**

- I Define the following (10x1=10)**
- 1 Price spread
  - 2 Market Integration
  - 3 Parity price
  - 4 Product life cycle
  - 5 Marketing management
  - 6 Marketing channel
  - 7 Product assortment problem
  - 8 Merchant middlemen
  - 9 Regulated market
  - 10 Market efficiency
- II Write short notes on ANY FIVE of the following (5x2=10)**
- 1 Mention the factors affecting the cost of marketing of agricultural commodities.
  - 2 Explain the factors affecting marketable surplus.
  - 3 Components of market.
  - 4 Functions of FCI.
  - 5 Need for buffer stock of food grains in India.
  - 6 Functions of DMI.
  - 7 Types of pricing of products.
- III Answer ANY FIVE of the following (5x4=20)**
- 1 Importance of marketing mix.
  - 2 Briefly explain the marketing functions.
  - 3 Functions of Central Warehouse Corporation.
  - 4 List the conditions for agricultural commodities to be listed in future market in India.
  - 5 What is MSP? Discuss how it is helpful to producers?
  - 6 Explain concept of 'skimming pricing' with examples.
  - 7 Discuss the need for value addition in agricultural commodities.
- IV Write an essay on ANY ONE of the following (1x10=10)**
- 1 Discuss the role of agricultural marketing in economic development.
  - 2 Elaborate the role of co-operatives in Indian agricultural marketing- history, success and suggestions for improvement.

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